

OCT18/12 19.06
*** WFTV-TV ***

REP. #	OFF. #	78	SALESMAN #
BUYER NAME	RANDE LEVINE		
SALES PRSN	LA-	MICHAEL WARD	

SALES PRSN LA- MICHAEL WARD

CLASS: NATL.	LOCAL	REGIONAL
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11. *Journal of the American Statistical Association*, 1997, 92, 1013-1027.

DATE OCT18/12 19.06

NEW ORDER - STARTS ON MON, 10/23:11
ETICHETTE 10/23 10/23

FLIGHT IS 10/23-10/29
PLS CONF TTL: \$90,044/60X
THANKS LINDA FOR MICHAEL 10/18

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

4Q12 NON-CANDIDATE AVAIL. 30 MINUTES SEPARATION. FLIGHT 10/23-10/29

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = FREEDOM AGENCY EST# = 424
AGENCY PRODUCT CODE = PAC

1	600A-700A	15	\$1,752.00	10/23	10/26	4	TU-F	4
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PROGRAM : EYEWITNESS NEWS

CON COM1: RUN 1X PER DAY. STAND ALONE :15

2	600A-700A	15	\$1,752.00	10/29	10/29	1	MON
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PROGRAM : EYEWITNESS NEWS
RA35+ : 2.9

CON COM1: STAND ALONE :15

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : GOOD MORNING AMERICA RA35+ : 4.2 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$2,045.00	10/23	10/26	4		TU-F	4
4			700A-900A PROGRAM : GOOD MORNING AMERICA RA35+ : 4.2 CON COM1: STAND ALONE :15	15		\$2,045.00	10/29	10/29	1		MON	1
5			1000A-1100A PROGRAM : MILLIONAIRE/FAMILY FEUD RA35+ : 1.8 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$700.00	10/23	10/26	4		TU-F	4
6			1000A-1100A PROGRAM : MILLIONAIRE/FAMILY FEUD RA35+ : 1.8 CON COM1: STAND ALONE :15	15		\$700.00	10/29	10/29	1		MON	1
7			1200N-100P PROGRAM : EYEWITNESS NOON NEWS RA35+ : 3.2 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$1,225.00	10/23	10/26	4		TU-F	4
8			1200N-100P PROGRAM : EYEWITNESS NOON NEWS RA35+ : 3.2 CON COM1: STAND ALONE :15	15		\$1,225.00	10/29	10/29	1		MON	1
9			100P-200P PROGRAM : THE CHEW RA35+ : 1.7 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$820.00	10/23	10/26	4		TU-F	4
10			100P-200P PROGRAM : THE CHEW RA35+ : 1.7 CON COM1: STAND ALONE :15	15		\$820.00	10/29	10/29	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			400P-500P PROGRAM : DR OZ RA35+ : 2.1 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$935.00	10/23	10/26	4		TU-F	4
12			400P-500P PROGRAM : DR OZ RA35+ : 2.1 CON COM1: STAND ALONE :15	15		\$935.00	10/29	10/29	1		MON	1
13			500P-600P PROGRAM : EYEWITNESS NEWS RA35+ : 4.4 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$2,195.00	10/23	10/26	4		TU-F	4
14			500P-600P PROGRAM : EYEWITNESS NEWS RA35+ : 4.4 CON COM1: STAND ALONE :15	15		\$2,195.00	10/29	10/29	1		MON	1
15			630P-700P PROGRAM : EYEWITNESS NEWS RA35+ : 7.1 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$3,210.00	10/23	10/26	4		TU-F	4
16			630P-700P PROGRAM : EYEWITNESS NEWS RA35+ : 7.1 CON COM1: STAND ALONE :15	15		\$3,210.00	10/29	10/29	1		MON	1
17			1100P-1135P PROGRAM : EYEWITNESS NEWS AT 11P RA35+ : 3.8 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$1,750.00	10/23	10/28	6		TU-SU	6
18			1100P-1135P PROGRAM : EYEWITNESS NEWS AT 11P RA35+ : 3.8 CON COM1: STAND ALONE :15	15		\$1,750.00	10/29	10/29	1		MON	1

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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
19			1135P-1205A PROGRAM : NIGHTLINE RA35+ : 2.3 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$1,606.00	10/23	10/25	2		TU-TH	2
20			1205A-105A PROGRAM : JIMMY KIMMEL RA35+ : 1.1 CON COM1: RUN 1X PER DAY. STAND ALONE :15	15		\$438.00	10/23	10/25	3		TU-TH	3
21			1205A-105A PROGRAM : JIMMY KIMMEL RA35+ : 1.1 CON COM1: STAND ALONE :15	15		\$438.00	10/29	10/29	1		MON	1
22			700A-900A PROGRAM : EYEWITNESS NEWSDAY BREAK RA35+ : 3.0 CON COM1: MAX SEP 30 MINUTES. STAND ALONE :15	15		\$1,170.00	10/27	10/27	2		SAT	2
23			700A-900A PROGRAM : EYEWITNESS NEWSDAY BREAK RA35+ : 3.0 CON COM1: MAX SEP 30 MINUTES. STAND ALONE :15	15		\$1,170.00	10/28	10/28	3		SUN	3
24			600P-630P PROGRAM : EYEWITNESS NEWS SUNDAY RA35+ : 6.3 CON COM1: STAND ALONE :15	15		\$2,045.00	10/28	10/28	1		SUN	1
25			1130P-1200M PROGRAM : SPORTS NIGHT ON 9 RA35+ : 1.6 CON COM1: STAND ALONE :15	15		\$525.00	10/28	10/28	1		SUN	1
OCT/12			74974.00	NOV/12		15070.00						
CONTRACT TOTAL 90044.00												
TOTAL SPOTS 60												

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MARKET TOTALS	\$155,248	WFTV 58%	WKMG 25%	WESH 0%	WOFL 17%	WKCF 0%	WRBW 0%	CABL 0%
			WOPX 0%	WRDQ 0%	EFTV 0%			
SVC- NSI	BOOKS- NOV/PJ	EST/ES						
DEMOS- RA35+*								